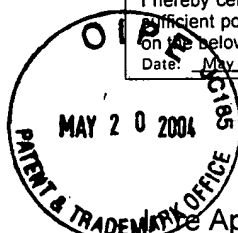


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CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, on the below date:  
Date: May 18, 2004 Name: James P. Naughton Signature: *James P. Naughton*

BRINKS  
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GILSON  
& LIONE



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Appln. of: William Gross

Appln. No.: 09/765,270

Filed: January 18, 2001

For: SYSTEM AND METHOD FOR RANKING  
ITEMS

Examiner: James S. McClellan

Art Unit: 3627

Attorney Docket No: 9623/656

RECEIVED

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450  
Sir:

MAY 24 2004

GROUP 3600

TRANSMITTAL

Attached is/are:

- ☒ Transmittal Letter (1 page); Check for \$180.00; Supplemental Information Disclosure Statement (3 pages); PTO 1449 (1 page) and copies of cited references B1-B10.
- ☒ Return Receipt Postcard with sufficient postage.

Fee calculation:

- ☐ No additional fee is required.
- ☐ An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_-month extension of time under 37 C.F.R. § 1.136(a).
- ☐ An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$9=			x \$18=	
Indep.		Minus			x 43=			x \$86=	
First Presentation of Multiple Dep. Claim					+\$145=			+\$290=	
					Total	\$		Total	\$

Fee payment:

- ☒ A check in the amount of \$180.00 to cover the above-identified fee(s) is enclosed.
- ☐ Please charge Deposit Account No. 23-1925 in the amount of \$\_\_\_\_\_. A copy of this Transmittal is enclosed for this purpose.
- ☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

Date

5/18/04

James P. Naughton, Reg. No. 30,665

Brinks Hofer Gilson & Lione  
P.O. Box 10395  
Chicago, IL 60610



#11

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to:  
Mail Stop Amendment, Commissioner for Patents,  
P.O. Box 1450, Alexandria, VA 22313-1450, on

May 18, 2004

Date of Deposit

James P. Naughton, Reg. No. 30,665

Name of Applicant, Assignee or  
Registered Representative

*James P. Naughton*  
Signature

May 18, 2004

Date of Signature

**RECEIVED**  
MAY 24 2004  
**GROUP 3600**

Our Case No.: 9623/656

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

William Gross

Serial No.: 09/765,270

Filing Date: Jan. 18, 2001

For: SYSTEM AND METHOD FOR RANKING  
ITEMS

Examiner: James S. McClellan

Group Art Unit: 3627

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Supplemental Information Disclosure Statement be entered and the documents listed below and on the attached Form PTO-1449 be considered by the Examiner and made of record.

05/21/2004 WABDELRI 00000140 09765270 180.00 OP  
01 FC:1806

The references now cited are the following:

### US PATENT DOCUMENT

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	NAME
5,794,210	08/11/1998	Goldhaber, et al.

### FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER <small>Number-Kind Code (if known)</small>	DATE	COUNTRY
WO 97/22066 A	06/19/1997	WIPO
WO 00/16218 A	03/23/2000	WIPO

### OTHER ART AND RELATED DOCUMENTS

Brin, Sergey et al., "The Anatomy of a Large Scale Hypertextual Web Search Engine", <i>Computer Networks and ISDN Systems</i> , North Holland Publishing, Amsterdam, NL, dated April 14, 1998, pp. 1-20.
Doran, David, "Search Engines....Their popularity, their secrets, their flaws", <i>Entrepreneur</i> , July 1998, page 18.
Glaser, Ken, "Who Will GoTo.com?", <i>OnlinePress.com</i> , dated February 20, 1998, 2 pages.
Kramer, Ralf et al., "Thesaurus federations: loosely integrated thesauri for document retrieval in networks based on Internet technologies", <i>Int. J. Digit Libr</i> , 1997, pp. 122-131.
Sullivan, Danny, "GoTo Sells Positions", <i>The Search Engine Report</i> , dated March 3, 1998, 4 pages.
"GoTo.com Announces First Round of Financing, Totaling More Than \$6 Million, Led by Draper Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from Dialog Gale Group New products, 2 pages.
"New Service Puts Ad Auction, Search Engine Under One Roof", <i>Electronic Advertising &amp; Marketplace Report</i> , dated April 28, 1998, Vol. 12, Issue 8, 2 pages.

In accordance with 37 C.F.R. § 1.97(g),(h), this Supplemental Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

A fee as set forth in 37 C.F.R. § 1.17(p) in the amount of \$180.00 is enclosed herewith. Should the enclosed check be insufficient, omitted or should any additional fees be deemed necessary under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lione Deposit Account No. 23-1925. A duplicate copy of this document is enclosed.

Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,

Date: May 18, 2004

  
James P. Naughton  
Registration No. 30,665  
Attorney for Applicants

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